



# What is Hospitality without Conversation?

- **Build your hotel's business**

Transform inquiries into bookings and increase your occupancy rates.  
Advertise your hotel's premium services to incoming guests.

- **Refine your reputation**

With Email Marketing word of mouth travels farther and faster than ever before.  
Learn from past guest feedback how to further enhance future experiences.

- **Turn Guests into Friends**

Build guests' loyalty by maintaining your relationship with them after their stay.  
Promote seasonal, birthday and anniversary specials and watch transient visitors transform into your new friends-for-life.

## Impress, Inform and Excite

Send confirmation email, follow-up emails, and special offers using ReaderImpact. With ReaderImpact's powerful, easy, and affordable email marketing tools, you will refine your reputation and see your hospitality business grow.

**Watch your hotel flourish!**

## Let us help you!

Who are You?

- How large is your hotel?
- Are you part of a chain?
- What kind of tourists/groups do you want to attract?

Current Marketing Efforts

- Do you currently market via postal mail?
- What public relations methods do you currently employ?

Current Internet Marketing Efforts

- Do you operate your own website? If not, would you be interested in working with one of our design partners to tailor one to your hotel's needs?
- Do you have online booking?
- What is the current size of your email list?
- Do you currently use email to communicate with your guests?

**With ReaderImpact it's  
Easier than you think!**